

Rep Order# 6847481 Ver# 3 Status Revised
EC'd Yes

Traffic Order#

4 of 5

Printed: 09/10/2012 8:34 AM
Last Received: 09/08/2012 5:44 PM
Showing Buylines: All Rep & Sta Revised Lines

Station WAVY-TV NORFOLK, VA.
Advertiser () HOUSE MAJORITY PAC
Product HOUSE MAJORITY PAC
Estimate# 1432
Buyer Dan Nagelberg
Phone#
Fax#

Agency () WATERFRONT STRATEGIES
3050 K ST NW
WASHINGTON, DC 20007
Agency C/P1/P2/E 79/86/1432
Flight Dates 09/04/2012 - 09/24/2012
Hiatus Weeks

Rep Firm
Sales Office () PHILADELPHIA
Salesperson () ANJIE BRADY
Salesperson Phone# 215-567-6005
Salesperson FAX# 215-567-5938

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	*41	M, W-F	6A-7A	AM NEWS	:30	\$2,000.00	09/10-09/14	1	1	1	\$2,000.00	
		Buyline Comment: REBUY FROM LN 23										
		Sales Remark: V3 REBUY FROM LN 23										
		V3 Added										
	*42	M, W-F	9A-10A	TODAY SHOW 2	:30	\$500.00	09/10-09/14	1	1	1	\$500.00	
		Buyline Comment: REBUY FROM LN 25										
		Sales Remark: V3 REBUY FROM LN 25										
		V3 Added										
	*43	M, W-F	12P-1P	NOON NEWS	:30	\$300.00	09/10-09/14	1	1	1	\$300.00	
		Buyline Comment: REBUY FROM LN 27										
		Sales Remark: V3 REBUY FROM LN 27										
		V3 Added										
	*44	M, W-F	530P-6P	530PM NEWS	:30	\$1,800.00	09/10-09/14	1	1	1	\$1,800.00	
		Buyline Comment: REBUY FROM LN 29										
		Sales Remark: V3 REBUY FROM LN 29										
		V3 Added										
	*45	M, W-F	2P-3P	THE DOCTORS	:30	\$200.00	09/10-09/14	1	1	1	\$200.00	
		Buyline Comment: REBUY FROM LN 34										
		Sales Remark: V3 REBUY FROM LN 34										
		V3 Added										

---REPORT TOTALS---

Report Totals: 22 / \$26,400.00

---SALES MONTHLY TOTALS---

Sep 12: 39 / \$46,125.00

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Product HOUSE MAJORITY PAC	WASHINGTON, DC 20007	Salesperson () ANJIE BRADY
Estimate# 1432	Agency C/P1/P2/E 79/86/1432	
Buyer Dan Nagelberg	Flight Dates 09/04/2012 - 09/24/2012	Salesperson Phone# 215-567-6005
Phone#	Hiatus Weeks	Salesperson FAX# 215-567-5938
Fax#		

Sales Totals: 39 / \$46,125.00
Station Totals: 39 / \$46,125.00
Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$128,125	CATV 0%	WAVY 36%	WGNT 1%	WPXV 0%	WTKR 19%
		WTVZ 5%	WVBT 10%	WVEC 29%		

---COMPETITIVE COMMENTS---

COMPETITIVE IS ESTIMATED

Books JUL11, EJUL12
Demos RA35+

--- CREDIT RISK ---

CASH IN ADVANCE